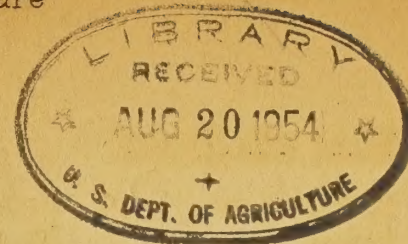


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EXAMPLES OF MARKETING ACTIVITIES
REPORTED BY STATE MARKETING ECONOMISTS FOR THE YEAR 1947

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This report of extension work in marketing is for three groups of States - Northeast, Southern, and the combined Central and Western. The list of types of work and of commodities included in the marketing program is not complete, but it is a beginning which can be added to and improved from year to year. The excerpts are intended to be illustrative of important marketing work in a region, and therefore may fail to cover an activity to which most attention was given during the year in a particular State. The program for any State usually is determined by the needs of farmers as expressed in calls for assistance and by the personnel available. Naturally the report for any one year is not a complete record of accomplishment, since much of the work in marketing is cumulative as in all other phases of extension work.

There has been no attempt to summarize or give excerpts from the reports of county agricultural, home demonstration, and club agents. The reading of a sample of these reports from all States indicates that all over the country county workers have been active in assisting farmers solve marketing problems. The assistance varied in scope from that of helping an individual farmer find a market for a small surplus to giving aid to a large number of producers with the problems of an area. An indication of the extent of this service by county workers is found in the statistical reports which show that in practically all counties some attention was given to marketing.

SUMMARY OF DATA ON MARKETING REPORTED BY COUNTY EXTENSION WORKERS

| Days Devoted to Marketing | 1930 | 1942 | 1947 |
|-----------------------------------|---------|-----------|-----------|
| Home demonstration agents | 4,038 | 19,471 | 21,495 |
| 4-H Club agents | 89 | 2,273 | 2,357 |
| County agricultural agents | 34,148 | 60,021 | 68,790 |
| Specialists | 4,515 | 7,069 | 7,306 |
| Marketing Associations | | | |
| New organizations assisted | 1,686 | 1,383 | 1,194 |
| Existing organizations assisted | 7,539 | 7,964 | 8,052 |
| Membership in both groups | 857,148 | 1,432,398 | 2,001,841 |
| Individuals assisted in marketing | | 1,258,842 | 1,037,736 |

Preceding the narratives for each group of States is an outline showing the types of work by commodities and the States reporting work of each type. This may serve as a handy reference if you wish to know in what other State work of a particular type is being conducted.

Northeastern States

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| Maine | Blueberry Marketing | 4 |
| Maryland | Market News Service | 5 |
| Massachusetts | Assistance to Secondary Milk Markets. | 5 |
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| Pennsylvania | Assistance to County Agents, Methods and Results. | 8 |
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| Vermont | Dairy (Price Agreements). | 9 |
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| Arkansas | County Marketing Committees. | 13 |
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Home Marketing

| | | |
|-------------|-----------|----|
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| Mississippi | | 39 |
| Tennessee | | 40 |
| Texas | | 40 |

MARKETING ACTIVITIES IN NORTHEASTERN STATES - 1947

Commodity and Type of Work

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States

Dairy

| | |
|--|---|
| Market orders, prices, hearings | Me., Vt., Mass., Conn., R.I., N.Y. Pa., Del. |
| Local problems, facilities, cooperatives | Me., Vt., Mass., N.Y., Pa., W.Va. |
| Level production | Vt., N.Y., Pa., Conn., R.I. |
| Information | N.Y., Pa. |

Vegetables

| | |
|-----------------------|--|
| Handling and packages | Mass., Conn., N.Y., N.H., N.J., Pa., Md., W.Va. |
| Grading and quality | Me., R.I., Conn., N.Y., N.J., Pa., Md., W.Va. |
| Market News | N.Y., N.J., Pa., Md. |
| Cooperatives | N.Y., Pa., W. Va. |
| Potatoes | Me., N.H., R.I., N.Y., Pa., N.J. |
| Sweetpotatoes | N.J. |
| Sweet corn | R.I., Conn., N.J., Md., Mass. |

Fruit

| | |
|-----------------------|---------------------------------|
| Handling and packages | N.J., Pa. |
| Grading and quality | N.J., Pa. |
| Market news | N.Y., N.J., Pa., W.Va., Md. |
| Cooperatives | N.Y. |
| Apples | Me., N.H., N.Y., Pa., W.Va. |
| Peaches | N.J., Pa. |
| Small fruits | N.J., Pa. |
| Blueberries | Me., N.H. |
| Poultry and eggs | Conn., Mass., N. H., N.J., N.Y. |

CONNECTICUT

Poultry and Egg Marketing

A great deal of work with poultry meat producers in Connecticut was in connection with the dressing plant. In September, leading poultry producers in New London and Windham Counties formed a committee to discuss and carry on a program adapted mainly to poultry meat producers.

In the discussions it was felt that the latest market price information was extremely important. In cooperation with the Crop Reporting Service and the State Department of Agriculture a tentative arrangement for obtaining and distributing the latest market information was developed. At the present time this program is not in full operation but it is anticipated that in early 1948 the proposed plan will be put into effect.

The second phase of the work, that of seasonality of market egg production, received a great amount of attention in 1947. The 1947 Plan of Work indicated that the problem of seasonality was becoming very important. Connecticut markets have been extremely short of large eggs during the late summer and early fall months. They have been so short that many large buyers who would prefer to purchase Connecticut or New England eggs have been forced to obtain their supplies from other areas. This is not a particularly healthy development from the standpoint of the demand for Connecticut eggs. During the summer, material on the seasonality of egg prices, of poultry meat prices, of feed prices, and egg production was prepared. One meeting with the five managers of the poultry and egg cooperatives which operate in Connecticut was held in the late summer. In four county poultry meetings during October, farmers held panel discussions on this same problem.

The third category was the use of outlook material prepared for egg producers. Most of the work here was in the nature of talks at county meetings. Charts were presented and mimeographed material was handed out to all farmers present at these and a few other meetings.

MAINE

Blueberry Marketing

Mr. Loring, secretary of the Springfield Bank for Cooperatives, called a meeting of representatives of the blueberry co-ops Monday evening, September 22, at the Hancock House, Ellsworth. The bank furnished supper. Twenty-four attended, there being four from Chandler River Blueberry Co-op; two from Pleasant River Canning Company; eight from Hancock County Canning Co.; eight from State of Maine Blueberry Growers, Inc; one from Springfield; and the writer representing the Extension Service.

The purpose of the meeting was an attempt by the bank to get the Maine co-ops thinking together with the idea ultimately of joint sales action. Mr. Loring explained the activities of the cultivated blueberry growers' associations and described how the most of their sales went through a single agency. The reaction of the group was generally favorable. It was pointed out, however, that most of

the Maine product was not uniform enough at the present time and that one of the big marketing problems was the matter of obtaining more uniform quality. The group in general felt that this could be accomplished by getting the industry to adopt a practice of paying growers on the basis of grade for their raw product. Furthermore, the group felt that the cooperatives, because of the large volume of product represented or controlled by them, should take the lead to encourage this industry-wide program of improvement. It was further pointed out that co-ops were responsible for the practice of paying for berries on a weight basis rather than on a bushel basis which in itself was a big improvement and resulted in better quality berries being delivered at factories. If they could do this the co-op men felt that they could bring about a grading system.

MARYLAND

Market News Service

Intelligent marketing must be based upon accurate, up-to-the-minute information and means have been developed for keeping those who have products to market in touch with conditions on the potential markets for their products.

During the year the Market News Service in the State was expanded to include the following commodities: apples and peaches, tobacco, grains, and broilers. These reports contain information on market conditions, prices and movement of the commodities. The information is published in local newspapers, broadcast over all major radio stations in the State, and mailed in mimeographed form to anyone requesting it.

A service was inaugurated to collect information and compile data on the volume and origin of truck receipts in Baltimore, both present and prospective. This information will form the basis for a daily report, the first of its kind to be issued in the State. This report of daily truck movements will be an important factor in helping to stabilize daily receipts and prices on the Baltimore market. Truck receipts are estimated to amount to about 67 percent of the total receipts of fruits and vegetables in Baltimore. In the past no information has been available on the origin of truck receipts. The compiling of truck receipts, together with rail and boat receipts, should provide information which will be useful in stabilizing prices and regulating supply and demand conditions in the market.

MASSACHUSETTS

Assistance to Secondary Milk Markets

The marketing activity in secondary markets during 1947 was concerned with a cooperative venture in the town of Southbridge whereby producer dealers pooled their capital resources and erected plant facilities to provide themselves pasteurization and bottling services. The venture was patterned after the successful development along this line in the market of Fitchburg a number of years ago. From the extension standpoint the successful operation and development of the Fitchburg enterprise gave an excellent demonstration for the farmer groups in Southbridge when they undertook to put their plans into action. The unit will be in one full year of operation by April 1947, and according to late reports, it is providing a marketing service that is of material value to the dairymen serving that small secondary market.

In somewhat a similar fashion a group of producer dealers on Martha's Vineyard organized themselves under a similar arrangement conducted under the direction of a cooperative association. This development was used as a demonstrative example for the successful operation in the early development of the Fitchburg enterprise.

NEW HAMPSHIRE

Frozen Foods

A. Frozen Food Committee

The frozen food committee of the University held a meeting on June 11 to discuss future work. It was decided to hold only occasional meetings but to help with the testing of new varieties of fruits and vegetables for freezing as carried on by the horticultural department. We met a number of times to judge comparative quality of various varieties of peaches, berries, and other products.

B. Freezer Locker Plants

A poultry producer at East Hampstead wished to consider changing a plant for handling poultry to a small freezer locker plant. Plans for the change were prepared and a meeting with prospective customers was arranged. A survey among prospective patrons was carried out by the owner, with our suggestions, to determine how much interest there would be in renting lockers and employing services from the plant. The neighborhood group was given information on the best ways to get the most from freezer locker facilities.

C. New England Frozen Food Meeting at Amherst

This meeting was a follow-up of the one that was launched last year. It was not as well attended or as comprehensive as they had no exhibits. However, it was of interest and a further step in the development of the organization.

D. Small Processing and Freezer Plants

Some time was given during the year to opportunities for sales through the use of small processing and freezer plants. Frozen apples and poultry received attention.

NEW JERSEY

Quality Sweet Corn Demonstration

The quality sweet corn marketing program started three years ago with the Beverly Cooperative Market and has been expanded during the last two years. In this program sweet corn is cut before daybreak (growers have equipped tractors and wagons with lights) and immediately rushed to the Beverly Cooperative, where it is inspected and assembled. From the Cooperative the sweet corn is trucked to store doors and offered for sale at opening time in retail stores. Thus the consumer may obtain high quality sweet corn, fresh and free from worm damage, within a few hours after cutting.

The program has resulted in greatly expanded retail sales, in higher returns to the growers, and in greater satisfaction to consumers. The sweet corn program

has been closely supervised, the marketing specialist working very closely with the Burlington County Agent, the growers, the Cooperative, the retail outlets, and with consumers. Cooperation with the Burlington County Sweet Corn Committee and with the College Sweet Corn Committee has been excellent on this study and has aided in developing a well-rounded program, including sound production practices, insect control, and all phases of marketing.

NEW YORK

Fluid Milk Pricing

Testimony. Evidence on production conditions, costs and demand was presented on several milk hearings during the year. College specialists play no direct part in fluid milk price determinations. But they are requested repeatedly to present factual analyses of current economic conditions as they relate to milk supply and demand.

One conference was held with representatives of the Dairy Branch on what the relationship between the College and the Milk Hearings should be. The conclusion reached was to find some way to present the economic data at the hearings in such a way that it would be in the public interest and not be given the appearance of having been sponsored by any one group.

Distribution Spread. Results of a research study of milk distribution costs and dealer profits were presented in an A. E. publication and given wide dissemination.

Milk Market Review. Several issues of "Milk Market Review" were prepared and distributed to dairy leaders during the year. This report carried timely topics on important changes in milk production and marketing.

Five-State Pacts. Some discussions were held during 1947 on a Five-State Marketing Pact as a possible alternative to the Federal-State Order in the New York market. No action was taken.

Pricing Committee. Work on pricing for the year consisted of organization of a special committee of technical people from the College to consider possible revisions to the Classes I and II pricing provisions of the Federal-State order for the New York Market.

Poultry Marketing

Marketing of quality poultry and eggs was emphasized although not to the extent of the other four fields. Here the College of Home Economics cooperated in the preparation of material dealing with the dressing and preparing of poultry for immediate use, canning and freezing. A jointly prepared service letter was distributed to more than 50,000 persons. A number of demonstrations were given throughout the State in cooperation with the Home Bureaus and specialists from the College of Home Economics. In the emergency brought about by the feed situation, the Extension Service cooperated with the State Food Commission in keeping the public informed on the availability and price of poultry so as to facilitate the flow of birds to the markets. The Food Commission prepared and distributed many news releases and similar material based on information supplied by the Extension Service which undoubtedly contributed to the increased consumption of poultry

during the critical period. A summary of market conditions for poultry and eggs was prepared at intervals and sent to about 1600 poultrymen, county agents, and others throughout the State 26 times during the year. Not only were actual prices given, but trends in prices, storage holdings, chick hatchings, feed-price ratios, and related data also were furnished.

PENNSYLVANIA

Assistance to County Agents

1. In organizing and conducting their subject matter programs.

Dairy production and dairy marketing go hand in hand. Clean milk is both a production and a marketing problem. Level milk production has economic as well as production implications. The culling of low producers touches production, farm management and marketing phases of the extension program.

Because of these close relationships between production and marketing, it has proven highly desirable for county agents to have joint dairy specialist - marketing specialist meetings.

2. In using local organizations and commercial agencies.

A large part of our milk marketing work is through co-operatives, control agencies, Dairy Councils, American Dairymen's Association representatives, health boards and milk dealers. We assist the county agent in his contacts and work with local organizations and commercial agencies.

3. Teaching aids.

Much of our outlook work, as we have previously explained, is associated with marketing. This is particularly true of milk. Supply and demand conditions have a very important bearing on milk prices because of the extreme perishability of the product. Moreover, feed supplies and prices, the cost of farm labor and the availability of farm machinery and supplies all have a bearing on milk marketing conditions. Therefore, much of the outlook material that is made available through news articles, circular letters, radio scripts, Pennsylvania Farm Economics and other means can very properly be considered under the category of teaching aids in dairy marketing.

An explanation of the intricacies of milk pricing under Federal and State control can be handled satisfactorily only through individual and group conferences and through meetings held by our milk marketing specialist.

4. In evaluating results.

It is rather difficult to evaluate our work in milk marketing except by the fact that the cooperatives with which we are working are experiencing a steady upward growth in membership, reserves and volume of business; our dairy marketing meetings are well attended each year; and the average dairyman seems to be increasingly aware of problems arising out of unbalanced production, inefficient distribution, poor quality and disorganized marketing. Probably we can take some credit for these favorable results.

RHODE ISLAND

The county agents and the poultry extension specialists have been furnished with information on egg prices, poultry prices, and feed prices; the trends in purchasing power and the probable demand for eggs and poultry; and the trends in the numbers of hens in laying flocks.

At three hearings called by the State Board of Milk Control, two in Providence and one in Middletown, data on wages, feed prices, the cost of production, urban wages, and price trends were presented. A hearing at Fall River on amendments to the Federal milk market order was attended and the economic situation presented.

Attention has been given to seasonal price changes and the adjustment of production in the nearby milk shed to the market demand for fluid consumption. The proposed price formula for Class I milk in Boston has been examined and its provisions discussed with the secretary of the State Board of Milk Control and others.

The outlook for milk producers and the shifts required to meet seasonal demands have been discussed with individual producers. Suggestions were prepared for the use of the committee in charge of the program of a proposed northeastern extension marketing workshop planned for early 1948. Topics proposed were:

Prices, price relationships and price changes; plans to encourage the adjustment of milk production to the seasonal demand, and the use of milk price formulas; reducing waste and loss in marketing fruits and vegetables; and futures markets.

VERMONT

Outstanding in the field of marketing activities conducted during the report year has been the development of a sound pricing program for Class I milk. The extension economist participated in nine county meetings called last February by the State PMA for their community committeemen, at which he discussed milk pricing policies under Federal orders. At each of these meetings evidence was obtained via the questionnaire route for submission at the Federal hearings held on the Boston milk market order. Subsequently, R. D. Aplin, Milk Market Administrator for Order #4, appointed a committee of nine, including two representing cooperatives, two representing dealers, one an employee of his office, and the remainder college people. The committee included among its membership the extension economist. After four months of work the committee issued a report to the industry on September 19. It was well received and endorsed by 18 cooperative associations and the H.P. Hood and Sons Co., operating in the Boston market. The Extension Service, through the extension economist, organized three regional meetings, which were attended by approximately 400 Vermont producers. The meetings were held October 8 in Burlington, October 9 in Chester, and October 10 at St. Johnsbury. The extension economist participated on the program at all meetings to explain or discuss various features of the Class I pricing formula developed. Other features on the program were a discussion of the outlook for manufactured dairy products by a representative of the Whiting Milk Co. and a presentation of a proposal for New England-Wide Pool by Chester W. Smith, economist for six operating milk cooperatives. At these meetings it was evident that producers were practically unanimous in their support of the recommendations of the committee. The extension economist has been called upon to present the report at six additional meetings sponsored by other organizations.

WEST VIRGINIA

Cauliflower Marketing

Arrangements for State-Federal inspection of Canaan Valley cauliflower were participated in with the Department of Horticulture and the State Department of Agriculture cooperating.

Help was given in planning and carrying out the annual field day in Canaan Valley. The demonstration on prepacking vegetables was continued. Cooperation of materials suppliers, commercial outlets, and a reliable farmer packer were worked out with the help of the County Agent and officers of the local farm organization.

Long and continuous work with the Canaan Valley group has resulted in a closely knit group of farmers who are successfully marketing produce once considered out of season when their production comes on. The advance studies, going along with the demonstration of prepacking, indicate higher returns to growers through this method of marketing. The importance of refrigeration has been so forcefully demonstrated that serious consideration is now being given to central packing and large-scale refrigeration.

The demonstration in prepacking has received nation-wide attention. It is the first attempt to prepack produce on the grower level. Several trade journals have carried pictures of these products and the story of its development.

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MARKETING ACTIVITIES IN SOUTHERN STATES

| <u>Commodity and Type of Work</u> | <u>States</u> |
|--|--|
| Dairy | |
| Local problems, facilities, cooperatives | Ga., Miss., Okla., Ky., Va. |
| Information | Oklahoma |
| Quality improvement | Ga., Okla., Miss. |
| Poultry and Eggs | |
| Grading and quality | Ala., Okla., Ky., Tex. |
| Facilities | Ala., Okla., Miss., S. C. |
| Market information | Texas, South Carolina |
| Livestock | |
| Grading | Virginia |
| Facilities | Ala., Miss. |
| Lamb and wool pools | Ala., Okla., Ky., Miss., Tex. |
| Beef cattle | Ala., Ga., Miss. |
| General Crops | |
| Information | Alabama, Georgia |
| Seeds | Ala., Ark., Ga., Miss. |
| Grain | Ark. (soybeans, rice), Okla., Va. |
| Peanuts | Georgia, Oklahoma |
| Cotton | Ga., Ala., Ark., Miss., N. C. |
| | Oklahoma |
| Tobacco | Georgia, Virginia |
| Vegetables | |
| Concentrated production | Alabama, Georgia |
| Handling and packaging | Alabama |
| Grading and quality | Ala., Ark., Ga., Va. |
| Market news | Florida |
| Cooperatives | Georgia, Virginia |
| Sweet corn | Alabama, Mississippi |
| Sweetpotatoes | Ala., Ga., Miss., La., Okla. |
| Potatoes | Alabama |
| Watermelons | Florida, Oklahoma |
| Tomatoes | Alabama |
| Fruit | |
| Cooperatives | Virginia |
| Market agreements | Florida |
| Peaches | Ark., La., S. C. |
| Citrus | Florida |
| Strawberries | Ark., Ky., La. |
| Frozen Foods | Oklahoma |
| Cooperatives | Ga., Fla., Ark., Ala., Miss., Okla., Tex., S. C., Ky. Va., La. |
| Consumer Information | S. C., Ky., Okla., La. |

Marketing Facilities

Alabama has 78 freezer-locker plants in operation with 17 being new plants put into operation in 1947. Plans have been formulated for 3 new plants, with construction to begin in 1948.

Locker plants in Alabama have progressed in 1947 and are doing a better job than they did in previous years. This is due to the additional experience that the plants have had in the frozen food industry and better management has been obtained for the majority of the plants.

Fruit and Vegetable Facilities

A total of nine fruit and vegetable marketing facilities have been put into operation in Alabama. The marketing facility at Evergreen was completed and put into operation in 1947. The railroad packing shed is being used at Cuba.

It is the opinion of those concerned that sufficient fruit and vegetable marketing facilities have been constructed to handle the present marketing situation.

Poultry and Eggs

Plans were completed in late 1946 for the area poultry and egg facility constructed in Marshall County. This facility is a cooperative and will receive poultry and eggs from feeder plants located in Cherokee, Etowah, Blount, Cullman, Morgan, Madison, Jackson, and Marshall Counties. This facility was constructed at Albertville and was completed in 1947 except for the installation of the refrigeration, which will be completed in early 1948.

Plans were formulated in 1947 for an area poultry and egg facility to be constructed in Montgomery County. The facility is a cooperative and was constructed in Montgomery. The facility will receive poultry and eggs from the feeder plants located in Augga, Bibb, Bullock, Butler, Chilton, Coosa, Crenshaw, Elmore, Lowndes, Macon, Pike, Tallapoosa, and Montgomery Counties. The Montgomery facility was completed in 1947, except for the installation of the refrigeration, which will be completed in early 1948.

The above facilities will dress and pack poultry for market and will candle, grade, and pack eggs for market. The dirty, cracked, and culled eggs will either be broken and frozen in the area plants or shipped to a commercial plant for freezing.

Seed Drying

Several mechanically operated seed driers were planned and constructed in 1947. Most of these driers have artificial heat added to the air doing the drying. This has proven very satisfactory, but does not meet all the requirements and problems involved in seed drying.

The Experiment Station has a research project in operation to determine the best methods of cleaning, drying, and storing seed. The project will be expanded as rapidly as possible in an effort to meet more of the problems involved in seed drying.

County Committees

Each county in the State has a marketing committee. This committee in some instances, is a separate committee, a subcommittee of the farm organization, or a subcommittee of the county agricultural planning committee.

The duties of the county marketing committee are to carry economic information to the farm people relative to outlook for various commodities, the operation of various government support programs, recent market developments, and other information of this type that might be necessary from time to time. They also rendered assistance in adjusting production and marketing programs to meet anticipated demands, market facilities, and the ability of the county to produce these commodities.

The most active marketing committees in the State are in counties in the Northeast District. The marketing specialists met with the committees in all but two counties in this area. J. M. Thomason, the district agent, was very helpful and active in promoting this work.

The marketing acommittee in each of these counties was selected by the county agent. The committee was composed only of farmers with the county agent acting in an advisory capacity. All marketing problems were discussed at these meetings, but a major portion centered around cooperative activities. Definite results from these meetings and other activities of the marketing committees are as follows: (1) Improving the soybean marketing program in Clay County; (2) planning for a seed marketing program in Clay County; (3) establishment of two cooperatives in Clay County; (4) organization of a purchasing cooperative in Green, Independence, Fulton, and Cleburne Counties; (5) improving the soybean marketing program in Greene County; (6) planning for improved rice-drying facilities in Cross County; (7) improvement of strawberry marketing in White County; (8) starting a cooperative egg-marketing program in Fulton County; (9) carrying on a good educational program on the fruit and vegetable labeling act in Cross County; and (10) establishment of a cooperative gin in Woodruff County.

Results of this type indicate that this is definitely the approach to the marketing problem at the county level.

FLORIDA

The Florida Citrus Commission is the State agency charged with the demand stimulating job. Every assistance possible is given this group by the Extension Marketing Economist. Meetings are attended, contributions as to crop conditions, grower attitudes and reports on educational activities of the Extension Service are furnished from time to time. An effort, too, is made to acquaint county agents in citrus counties with the programs of the Florida Citrus Commission so they in turn can advise citrus growers.

The Commission, in addition to advertising Florida citrus, has a number of dealer service men located in various parts of the United States who help retailers and others in their citrus merchandising problems. The Commission, with the aid of organized citrus trade groups, has tried to stimulate demand by cooperating with various school groups in school lunch and in nutritional experiments sponsored by school authorities. It has also tried, through research by its own personnel, to help finance research agencies, schools, etc., in finding other uses for citrus and citrus products.

There is a Federal marketing agreement in effect designed to hold off the market less desirable grades and sizes. And, too, there are the Federal surplus

removal programs, mostly school lunch outlets. The Federal marketing agreement applies to fresh citrus only and is limited to grade and size restrictions. A movement is under way to amend the law so as to include cannery fruit. This is a highly controversial movement. Cannery themselves are divided. Some argue that such a program would be impossible to administer. The Extension part has been to make known arguments in favor and those unfavorable so that those concerned can better decide what position to take.

The Extension Economist in Marketing attends meetings of the control committees, contributes to discussions and aids in disseminating results of actions of the committees. An effort is made to note arguments for and against proposals and make them available to County Agents.

Just recently the Indian River District problem of having different grading practices became so intense that a referendum was submitted to growers and shippers, and the marketing agreement was amended to give that area an opportunity to have separate rulings if the control committees so voted and the Secretary of Agriculture approved. This action has caused other areas to suggest changes more adaptable to their special condition.

No mention has been made of assistance to citrus trade groups. There are two fresh fruit citrus trade groups and a Cannery Association. Just recently there was a move started to organize a second cannery group. This last group will be particularly concerned about the place of the cash buyer in the citrus world.

GEORGIA

Dairy

C. G. Garner, Extension Marketing Specialist, F. W. Fitch, Dairy Specialist, and H. B. Henderson, Head of the Dairy Department, College of Agriculture, have worked closely together. The Milledgeville, Thomaston, Newnan, Griffin, LaGrange, Cedartown, Quitman, Eastman, and Douglasville dairies are operating now. There are now sixteen dairy co-ops in Georgia. Much of the time this year has been taken by these cooperatives. These new plants present many problems at the start until they settle down and have secured a capable manager. All of the cooperative milk plants in Georgia have been visited, most of them several times, and worked with them on general cooperative problems.

We have used the results of the careful study made in 1945, with the help of Mr. D. D. Brubaker of the Farm Credit Administration, of all the cooperative milk plants in Georgia, and the one at Chattanooga. This has helped the plants and given us much needed information. Results of this study are being used a great deal to interest other groups in setting up sound cooperatives. A similar study was made this year with Donald E. Hirsch of FCA, but not yet finished.

The Extension Service has assisted every cooperative milk plant in Georgia, handling a total of approximately six million dollars worth of milk.

Vegetables

In Appling County, for the first time in the history of the State, whole carloads of soup mixture were loaded. This soup mixture was the outgrowth of a project which was set up by the Extension Service under which rules and regulations were established as to the production, processing, and marketing. The families in Appling County in this project realized more than \$20,000 cash income from the soup mixture project. Practically all of this money, with the exception of that paid for cans, was kept right at home in the communities, as practically all of the

products were grown on the farm and all of the labor in connection with processing and preparing for market was done by local farm labor. It is hoped that this project will spread to counties throughout the State and become a major source of cash income to Georgia farm families.

KENTUCKY

Farm Supply Cooperatives

Rapid strides have been made in the development of farm supply cooperatives in Kentucky. With the new technological developments in agriculture such as the use of hybrid seed corn, greater use of power machinery and development of new seed crops, farmers are spending more and more money off their farms for supplies and machinery which is used in the production of their crops. It follows that even small savings made in the purchase of these items can greatly influence the net income from this farming operation. Farmers have felt that oftentimes the cost of many of these items such as feeds, seeds, fertilizer, etc., are excessive and that the quality was not always of the most desirable standards. Southern States Cooperative, with headquarters at Richmond, Virginia, is now extending its cooperative supply service throughout the State. Guidance from the specialist in this Department has been sought and has been given in the development of this program. It appears that a sound program can only be developed by well-informed local groups who are well aware of the needs of the community. We have endeavored to develop local leadership and to insist that such local leaders be given the determination of the type of service to be rendered in any community. Wherever feasible, local farmers have been encouraged to set up local cooperatives for the distribution of Southern States supplies, as it is felt that many services, in addition to the retailing of Southern States supplies, can be rendered by these local cooperatives. This work has required the constant attention of specialists in this Department. Fully locally owned and operated cooperatives are now operating in 17 counties in the State. Most of these developments are of recent origin, but operations up to date have been encouraging.

Strawberries

Strawberries are the most important cash fruit crop in the Purchase Area and practically 100 percent of the commercial production is marketed cooperatively. During the marketing season, the full time of a specialist is required to assist in meeting marketing problems and in the carrying on of educational work relative to the Federal State Grading Program. Strawberries are marketed from three other areas in the State and all strawberry production areas receive attention at that time. The total number of carloads or carload equivalent shipped by truck during the season was 737 as compared with 256 cars the preceding season. Shipments from the Purchase Area were considerably larger than those of last year. In addition to the fresh fruit shipped out of the area, an increasing amount of strawberries (about 3 million pounds in 1947) were diverted to processing plants. The expanded use of strawberries for quick freeze and other processing is the only new development in this field and this phase of the program will receive increased attention this next year.

LOUISIANA

Peaches

Through the combined efforts of the Extension horticulturist, the county agent in Lincoln Parish, the State Market Commission, and the marketing personnel of the Extension Service, Louisiana's infant peach industry marketed approximately 47 percent of its entire crop cooperatively. About 25 percent of all supplies for the production and harvesting of this crop were purchased on a cooperative basis. The Louisiana Peach Growers Association constructed a grading and packing shed

and through the assistance of two large chain stores, were able to merchandise peaches as "Tree Ripened" fruit. The ability of this new cooperative organization to grade and pack out a more mature fruit accounted largely for its successful marketing program.

This association was very fortunate in being able to reduce 25 percent of its capital indebtedness after its first year of operation.

Strawberries

Louisiana's normal 12 million dollar strawberry crop was reduced in half during 1947 due to unseasonal rains and frost damage. Yet the Louisiana Strawberry Selling Exchange, a farmers' cooperative, increased its total volume to the extent that 80 percent of all carlot shipments sold in this area were sold on the floor of this cooperative strawberry auction. This association has made great strides in the past five years. Each year this cooperative auction has returned to the strawberry grower a greater percentage of the consumer's dollar than any other marketing agency in this area. This organization not only acts as the selling agency but at the same time executes a price support function by buying berries for its own account when prices become unfavorable. Approximately 22 percent of all supplies for the production, harvesting and marketing of the 1947 crop were purchased cooperatively.

Sweet Potatoes

As a result of the weevil embargo, Louisiana sweetpotato buyers were exceptionally hard hit in the spring of 1947. Two large sweetpotato cooperatives found themselves with several thousand bushels of good U. S. No. 1 potatoes which they were unable to ship. Four thousand bushels of these potatoes were placed in 8-pound consumer packages. Through the aid of two chain stores every good potato from both these cooperatives was sold at a premium to Louisiana housewives. At the present time one of these cooperatives is merchandising 20 percent of this year's crop in a consumer package.

MISSISSIPPI

Seed Marketing

Quitman County. Seed produced for market in Quitman County is marketed through the Quitman County Farmers Association (AAL). The farmers of this county have been growing seed for market for a number of years; however, the facilities for handling seed were inadequate until an organized production and marketing program was inaugurated in the fall of 1946. A new concrete warehouse was constructed and modern cleaning and processing equipment was completed for the 1947 operation. Seed processed and marketed through this cooperative included the following:

| | | |
|-----------------------|-------------|---------------------|
| White Clover | 18,490 lbs. | \$ 9,245.00 |
| Wheat & Vetch Mixture | 163,661 " | 8,183.00 |
| Oats & Vetch Mixture | 584,114 " | 30,205.00 |
| Lespedeza | 82,607 " | 16,521.40 |
| Hairy Vetch & WW Peas | 211,015 " | 42,203.00 |
| Beans | 339,675 " | 16,983.00 |
| Oats | 663,675 " | 31,110.00 |
| Wheat | 277,596 " | 9,253.00 |
| | | <u>9,253.00</u> |
| | | Total \$ 163,703.40 |

Alfalfa

Bolivar County. Farmers in the Rosedale community of Bolivar County became interested in the growing and dehydration of alfalfa for the market. This interest was aroused by reports from plants in the Arkansas Delta which showed a good margin of profit to growers and also that the entire operation could be handled with machinery instead of labor. With the assistance of the Marketing Department, the Rosedale Alfalfa Dehydrating Association (AAL) was organized with fifteen large growers planting 450 acres of alfalfa for this program. Two Beaird dehydrating units and the necessary harvesting and grinding equipment were purchased and the buildings to house the units were completed in time to begin operations in April of 1947. Six hundred and sixty-six tons of alfalfa meal were produced and sold for \$40,000. This program will be enlarged in 1948.

NORTH CAROLINA

During 1947 the major activities in cotton marketing work were along the lines of seed placement, Smith-Doxey Classing, 4-H Club cotton projects, 5-Acre cotton contests, and cotton cultural practices.

Smith-Doxey Classing Program

The cotton-marketing activities of this project are largely worked out through the Smith-Doxey Cotton Classing Service. During June, July, and August, all the major cotton counties were visited. The county agent and the project leader visited ginners and producers and discussed with them the advantages of selling cotton on grade and of taking advantage of the free classing service. The ginners in each county were aided in preparing the bonds which are necessary to participate in the program and the county agents were given instructions on preparing the application for the free classing service. During the fall of the year visits were made to each of the ginners taking samples and each sampler was instructed on the proper ways of taking and preparing samples for shipment to the classing office.

Through news articles, circular letters, and visits, farmers were encouraged to take advantage of cotton classing. The program, however, did not prove as popular this year as it has in the past because cotton was selling far in excess of the support program. When this is true, farmers are not inclined to hold cotton and for that reason the class is of less value to them.

Even though there was little interest in the 1947 classing program, we still classed approximately 3,000 bales more cotton than during 1946. The total samples classed to date for farmers is 32,377. During the fall of the year the cotton samples from each county were summarized every two weeks and a report was mailed to the counties showing the samples classed, grade, gin preparation, and staple length. This same report was furnished the extension engineer and the secretary of the North Carolina Ginners Association. In many instances this report was helpful in locating gins that were reducing cotton in grade on account of poor preparation.

Three years ago, the cotton warehouses of the state were filled with cotton and many growers found it difficult to place cotton in storage. During 1947, the warehouses have been practically empty, and many of the warehouse managers would welcome some government storage cotton.

OKLAHOMA

Livestock Marketing

Cooperative selling of livestock, through the Marketing Association, has been in operation at the Oklahoma City Yards since 1931. During this period, it has been a leader in providing producers with (1) better services in selling livestock; (2) refund of commissions where it is earned; (3) order-buying service whereby sales are made in other markets when it appears that it would strengthen the local market; (4) establish feed yard where stock feeders could have cattle custom fed; (5) provide livestock credit; (6) carry on other activities for the livestock men.

The Extension Service assisted this Association throughout the year at conferences and meetings of producers.

This past year the manager felt that many city business men were misinformed about the cooperative way of doing business so he invited a couple of hundred to a dinner and secured Roy Miller, Manager of the American Institute of Cooperation, to come and talk to them, after getting their views and questions. The event was quite a success and assisted materially in clearing up some of the questions.

Wheat Marketing Program

Early in January a meeting was held with the grain industry in Enid, Oklahoma. The purpose of the meeting was to consult with representatives of the grain trade in setting up the 1947 Extension Grain Marketing Program. A three-point program was agreed upon as a program having the support of the trade: (1) Millers and grain handlers will cooperate and assist in making available good quality seed wheat to farmers; (2) terminal elevators will cooperate in binning different wheat varieties separate as indicated by the reports from the testing laboratory. Producers will be encouraged to grow varieties of wheat having desirable milling and baking qualities. The group recommended that grain-grading schools be held in 1947 early in April at Hobart, Clinton, Alva, Buffalo, and Blackwell, Oklahoma.

Grain-Grading Schools

Grain-Grading Schools were held at the time and places recommended by the committee referred to above. Millers spoke at each meeting and grain dealers also cooperated in the grain-grading schools. Attendance at the schools was as follows: Blackwell - 76; Alva, 27; Buffalo - 68; Hobart - 9; and Clinton - 51. Total attendance was 231.

SOUTH CAROLINA COOPERATIVE MARKETING

General Statement

The general plan for cooperative marketing has been to (1) aid the present cooperatives to succeed and thus be a good example to new associations, and (2) assist groups considering the formation of new associations to proceed carefully in order to take advantage of the experience of others.

One marketing specialist in the extension marketing division devotes his entire time to working with cooperatives and practically all requests of this nature are referred to him. However, all other extension specialists are available and are used in assisting present and new cooperatives to solve their problems.

Special assistance is rendered new cooperatives in surveying their chances for success, visiting similar associations, securing charters, adopting by-laws, perfecting marketing agreements, installing patronage record systems, making the required internal revenue reports, and preparing annual operating statements and balance sheets. Established associations are given assistance in the same lines as well as in membership education, board of director analysis of statements, and budgets for future expenditures.

General Activities of the Division of Marketing

The work of the Division differs from most other Extension departments in that it deals with practically all farm products. While special emphasis is given seasonally to particular commodities, members of the Division are called upon to engage in activities which wander from the field of specialization. To illustrate the Division is called upon to assist in the marketing of the multi-million dollar peach crop and it may also be asked to consider the disposition of a few quarts of goats' milk for an obscure producer; it is called upon to prepare a marketing policy for the State of South Carolina and also to assist in freight rate schedules. This variety of activities consumes a considerable portion of work time and is difficult to report.

TENNESSEE

Wool

This is the twenty-ninth year that cooperative wool sales have been held. Mr. Paul P. Hite, Assistant Specialist in Sheep husbandry, gave the Marketing Department his full cooperation with the wool sales. The results of our wool marketing are given here for the purpose of keeping a permanent record and to indicate the trend from year to year.

A total of 27 sales were held through which 1,527 growers sold a total of 242,281 pounds of wool for an average price of 49.25 cents a pound, or a total of \$119,425.64, with a conservatively estimated saving of \$4,845.62.

Cooperative wool sales have been held for 29 consecutive years, during which period a total of 855 sales have been held, through which a total of 9,870,855 pounds of wool has been marketed for the total amount of \$3,819,161.78, or an average price of 38.68 cents per pound, with an estimated total saving of \$294,015.84. The first year - 1919 - only 31,377 pounds were sold for 189 growers, which was the smallest volume during the 29 years. The volume sold through these sales trended irregularly upward for 25 years, or until the peak was reached in 1943, when a total of 1,058,604 pounds was sold for a total of 6,466 growers, and for the highest average price for this period of 52.62 cents per pound. Since 1943, the total amount of wool and the total number of growers has rapidly declined until in 1946 only 1,046 growers sold a total of 162,509 pounds, which was the smallest volume of wool sold through the cooperative sales since the fourth year, or 1922. But it should be noted that in 1947 the total volume increased substantially again when 1,527 growers sold a total of 242,281 pounds, which is an increase of 49.08 percent in volume over 1946. And indications are that the volume will increase again in 1948.

TEXAS

Poultry

Extension Service personnel in Lubbock County, Texas, and the 10 counties involved in that area and the personnel of this department cooperated in organizing 1126 (12-48)

a program to buy and sell eggs on grade. This requires working with producers, consumers, and service groups. It was necessary to thoroughly acquaint and eventually to sell these groups of people on a procedure which was different than they have been doing in the past. This was done through schools, radio, news articles, educational material printed by the Extension Service, and demonstrations. Some of each of the three previously mentioned groups were in attendance at meetings and all of the material was given with the idea of being of value to any or all of these groups. Such programs as have been discussed in the Lubbock area are now operating in the Denton area and also in Milam County. Preliminary work is being done to further such programs in Lavaca, DeWitt, Fayette, Bexar, Harris, Williamson, Bell, and Brazos counties.

Cooperation with Other Agencies on Problems Pertaining to Marketing Eggs, Chickens and Turkeys

Agencies other than Extension are an important factor in the development of the program outlined by the personnel of this department. It is not possible for two people to answer the requests and promote a program as broad in scope as the one outlined in the plan of work for 1947. The Poultry Department of the Experiment Station of Texas A & M College and the teaching department have cooperated closely in the promotion of the poultry program. The State Department of Agriculture and many other State organizations have worked together for the betterment of the industry.

This department has cooperated with the Production and Marketing Administration, the National Poultry and Egg Board, and the National Turkey Federation from a national standpoint.

Such organizations as Texas Baby Chick Association, Texas Turkey Federation, Texas Freezer Locker Association, Texas Poultry and Egg Association, Texas Feed Manufacturers Association, Texas Hotel Association, and Texas Restaurant Association have been cooperated with to the fullest extent.

The Vocational Agriculture Department of Texas A & M College and personnel throughout the field have worked closely with this department in many places throughout the State to further the cause of improving marketing of poultry and poultry products.

VIRGINIA

Marketing Work with Tobacco

This work consisted primarily in arranging for the holding of 28 stripping and sorting demonstrations in cooperation with the Tobacco Branch, USDA, in preparing tobacco for market, held in 10 counties; the reorganization of the Sun-cured Tobacco Growers and their reactivation by paying State corporation fees so as to secure the benefits of the CCC loan program under the A.A. Act for the 1947 crop, including the preparation of a bill so as to secure the benefits of the control program for them; the preparation and submitting of a brief for the fire-cured tobacco industry requesting separation of Type 21 from Types 22, 23, 24 so as to not penalize Virginia growers in 1948 allotment determinations; and the holding of a 5-day tobacco grading school at V.P.I. for all types of tobacco grown in Virginia, also in cooperation with the Tobacco Branch.

In carrying out this work, county agents were kept fully advised and the Tobacco Cooperative Associations and Industry were brought closer together to the benefit of tobacco growers generally.

MARKETING ACTIVITIES IN CENTRAL AND WESTERN STATES

| <u>Commodity and Type of Work</u> | <u>States</u> |
|--|--|
| Dairy | |
| Market orders, prices, hearings | Ohio, Illinois |
| Local problems, facilities, cooperatives | Missouri, Kansas, Ohio, Minn. Iowa, New Mexico. |
| Quality improvement | Ohio |
| Poultry and Eggs | |
| Grading and quality | S. Dak., Kans., Minn., Wis., Mich., New Mex. |
| Cooperatives | Minn., Ill. |
| Livestock | |
| Marketing committees | Ohio |
| Market tours | Ind., Utah |
| Lamb and wool pools | S. Dak., N. Dak., Ohio, Ind., New Mex., Wyo. |
| Cooperatives | Ill., Iowa, Utah |
| Beef cattle | Indiana, Washington |
| General Crops | |
| Grain | Ohio, Ill., Mo., Kans., Minn. Iowa. |
| Cooperatives | Ohio, Minn., Iowa |
| Hay and Seed | Arizona, Oregon |
| Cotton | Missouri |
| Vegetables | |
| Potatoes | Ill., Utah N. Dak., Minn., Mich., Calif. |
| Fruit | Utah, New Mex. |
| Cooperatives | N. D., Mo., Ohio, Mich., Iowa, Utah |
| Organizations | Mo., Mich., Utah |
| Service | Mich., Utah |
| Consumer Information | S. D., Minn., Wis., Mich., Utah |
| Market News | Iowa, Oregon |

ILLINOIS

Dairy Marketing

Presentation of Milk Marketing Information at Federal Hearings in Chicago and Quad-Cities, March 1947. An article in Illinois Farm Economics of December 1945 and January 1946, entitled "Effects of Changes in Seasonal Prices on Seasonal Milk Production in the Chicago and St. Louis Milksheds," presented facts showing the tendency of seasonal production in these markets to be widening, thereby causing surpluses in some months and shortages later in the year. This material was presented at two Federal hearings dealing with Chicago's milk orders. Seasonal premiums which had been 50 cents above condensery prices for May and June and 70 cents above condensery prices for the other ten months were increased, effective September 1, 1947, 70 cents for August to November, with premiums for other months kept at their previous level.

Monthly Charts to Newspapers. In response to the request of farm advisers and 33 Illinois dairy cooperatives, in June 1947 a series of charts and legends was prepared for distribution to farm bureaus and newspapers. At present these are being distributed upon request to 325 papers through the office of the extension editor.

Bloomington Conferences on Consolidation of the McLean County Milk Producers Association with Prairie Farms Creamery of Bloomington. In the latter part of 1946 a study of basic factors affecting prices of milk and cream in the Bloomington milk and cream areas was made at the request of the two producer associations operating in these areas. The results of this study were presented in a ten-page mimeographed report in December 1946 and later presented at a series of five meetings to the committee which had cooperated in making the study, and finally to the membership of the associations. Facts set forth in this study were used as a basis for considering the consolidation of the two producer associations. Since that time the milk producers voted to discontinue their own association and to become part of the Prairie Farms Creamery of Bloomington. The creamery, in turn, voted to accept them as part of their organization.

Midwestern Milk Marketing Conference. This conference, consisting of dairy marketing specialists, cooperatives, and State and Federal milk price-making officials of 15 States, met in Urbana for two days in April 1947. The purpose of this meeting was to set forth facts which will help answer current problems based upon research studies of the various States.

State or Regional Meetings. During the year three talks were given at annual meetings of State or regional groups.

INDIANA

Marketing Extension Activities Held at the County Level

The extension program in Indiana has been built upon the close cooperation between the State staff and the County extension organization headed up by the County Agricultural Agent. In the field of marketing, activities at the county level include:

A. Extension Schools Meetings held within the counties which relate to organized extension projects carried by those counties are, in a general way, known as schools. Conducted for the most part during the winter season, these schools may be set up in varying lengths and in various combinations. Thus one-half day, one day or two day sessions may be arranged with one, two or even more of the State staff participating in the county school. One or more subjects may thus be treated under the one organized school. Some of the schools may be set up under the old established Farmer's Institute organization, which may or may not relate directly to organized extension projects within the county. During the past year, assistance was given to 12 schools arranged by the State Extension office. Attendance at these schools totaled 962 persons, mostly adult farmers.

A related activity was a series of meetings or schools sponsored directly by the Agricultural Economics Department, designed to give special help to groups of young farmers within the counties. Altogether a series of six meetings was offered with the subject matter in each handled by a different specialist. Each county interested secured an enrollment for the series and then selected as many of the subjects as were considered applicable to the needs of the enrolled group. While many of those enrolled were returned service men, no restrictions were made as to eligibility for enrolling. The age range for the most part was from twenty to thirty-five years. The marketing specialist used as his subject, "Basic Economic Conditions Relating to Livestock Prices." A copy of the mimeographed material used as an outline for discussion is attached to this report. A total of nine such meetings was held with a total attendance of 566 or an average of 63 per meeting. The response to this type of program was very gratifying as an unusual amount of interest and discussion characterized the meetings.

B. Market Tours. One of the most popular and considered one of the most complete market extension activities in the State has been the organized livestock market tours. These of necessity were discontinued during the war years for several reasons, such as the restricted transportation under gasoline rationing, the shortage of personnel under wartime conditions, and the inaccessibility of packing plants for such tours during the period of government control of vital wartime industrial plants. With the resumption of more normal conditions in the markets and packing plants, the marketing extension service has been deluged with requests for market tours. At times, chiefly slack work seasons on farms, lengthy waiting lists of groups waiting for tour dates accumulated. Quite a majority of these were specially organized for groups of young farmers who were interested in becoming acquainted with market organization and problems as well as price-making machinery for their principal farm products.

The program was organized so that the groups were present before 8:00 A.M., when they could receive an explanation of the organization and operation of a large primary market, the contributions of various agencies on the market, and could then proceed to the market itself to see price making and trading methods for the different classes of livestock. Following the study of the trading itself, grade price demonstrations for hogs, cattle, calves, and sheep were presented so that the group could appreciate the variety of grades represented in the market. Weighing facilities and methods were seen first-hand and explained for the groups after which the sorting and grading of livestock for the various slaughter demand was studied. In the concluding forenoon session, the groups were reassembled

for an explanation of the records of sales as they are handled in the markets and then given opportunity to raise any questions pertaining to the work they have seen. In the afternoon, a large packing plant is visited where as many of the processes of slaughtering, processing, and distribution as possible are studied and explained in detail. Further work is given on grades and prices of meats as they relate back to the market livestock itself.

Casual observation and questioning reveals that of those attending most of the tours, at least 80% have never previously been on a large market nor in a packing plant, so the work presented is not only interesting to the group, but also of value in relating market considerations to farm operation.

IOWA

During the late war years, those of us close to market news in Iowa, realizing the great need which would express itself when controls were lifted, started to prepare for just such a time. The expanded market reports on the Interior Lamb Market got under way last year. Preliminary work on a bi-weekly report covering the Iowa market for eggs and live poultry got underway July 1, 1946. The first reports were broadcast December 4, 1946. During the current year requests have come from both the producers and handlers of eggs and live poultry to make this bi-weekly report a daily report. Plans for such a daily report are now underway.

Early in 1947 the grain elevator groups of Iowa requested more current reports on grain futures and cash trading at Chicago. Through the cooperation of the Federal-State Market News Service, the Grain Organizations of the State and WOI, market quotations are available each 30 minutes throughout the trading day.

At the request of the Iowa Creameries Association, the possibilities for a market news service covering the butter market at local Iowa creameries were surveyed, during the fall and winter of 1947. Recommendations were made to the State-Dairy Market News Committee. They are in the process of working out ways and means of getting such a reporting service.

Requests for more current reports on the futures and cash market on butter and eggs continue to increase. Funds are needed to secure a ticker service covering the Chicago Mercantile Exchange activities daily. The leased wire director has allowed one report daily from Chicago on the futures market for butter and eggs but this is not complete enough.

Many inquiries concerning the soybean oil market were made last fall. At the International Livestock Show, sources of information at Chicago were investigated. This resulted in getting a daily report by teletype from the Dickinson Brothers, gratus.

Helping these interests develop market news takes an increasing amount of time. If more time were available for such contacts, more market news could be secured for Iowa farmers and tradespeople. It would also improve the service if more time could be spent attending meetings over the State, discussing market news service.

Recent correspondence received by the WOI market news editor indicates the growing need for more complete and more current market news information. Farmers and tradespeople alike are finding they must have more complete information to do the best job of selling and buying farm commodities.

Work with Farmers' Cooperative Elevators

During 1947 the specialist worked with several cooperative elevator associations on the reorganization problems. The associations at Kanorado and Lincolnville were completely reorganized. Several other associations were assisted with recommendations on their specific problems. Much more work along this line needs to be done if travel funds and time would permit.

There are many cooperative elevators in Kansas that were organized thirty or more years ago. These were all organized under the Cooperative Societies Act. Associations organized under this act cannot function as well as if they were organized under the Kansas Cooperative Act. In addition to the need for charter changes many associations need to amend their by-laws in order to become true cooperatives. This would also stop many cooperatives from drifting to stock companies.

Grain Marketing

The work of the grain marketing specialist has dealt primarily with outlook for grains and feeds, grain grading schools, and visits to grain elevators. The following points have been the objectives of this program:

1. Improvement of the quality of Kansas wheat.
2. Educating grainmen to make more accurate use of the Federal grain standards.
3. Teaching farmers improved methods of harvesting, handling, and marketing grain.
4. Keeping farmers informed through the press, radio, and meetings as to the supply and demand conditions for grains.

Marketing Outlook

The outlook phase of the marketing project has been divided into three major jobs.

1. Two-day district conferences for Extension personnel for the purpose of giving background economic information. A staff of five or six commodity specialists was used in this two-day school. The resident staff of the Department of Agricultural Economics gives full assistance to this training program. This two-day school is considered the most important job of the year, as far as agricultural outlook is concerned. Therefore, it is at this meeting that the agent has an opportunity to adjust his thinking in line with changes in general economic conditions, as well as get the supply and demand situation for each commodity. The agents find this background information particularly helpful in the daily contacts with farmers. The information is used constantly in helping producers plan their production program, as well as assisting them in their purchasing and marketing jobs. Sufficient time is given following the presentation of each commodity report for discussion of the report in as great a detail as desired by the agents.

2. County and community outlook meetings are conducted for farmers. Two different methods are used in handling these meetings. In some of the counties where heavy livestock programs are carried, the outlook meetings are held with two marketing specialists covering the eight commodities devoting about 15 minutes to each commodity. The second type of outlook meeting is held in connection with the

production specialists. In this case the marketing specialist assists in a correlated meeting with, as an example, the dairy production specialist and the agronomist. In this type of meeting the agronomist may discuss soil fertility and crop rotation providing for an adequate pasture program to carry the dairy project. The dairyman then may go into a feeding program showing the relative value of different kinds of feed, and the acreage necessary to carry the dairy project. The marketing specialist then covers the feed situation from an economic standpoint, pointing out the best time to buy any feed that is necessary to purchase. This type of meeting was found very popular this year with farmers. The livestock marketing specialist, production specialist, and agronomist correlate in a similar manner.

3. The third major job is to keep the county agents up-to-date with economic information, and supply a constant flow of follow-up material. This follow-up material included:

- a. A Weekly Trend of the Market, prepared by the resident staff of the Department of Agricultural Economics.
- b. Looking Ahead in Farm Marketing, prepared weekly by one of the marketing specialists.
- c. The Agricultural Situation, prepared monthly and released at the first of each month by the Department of Agricultural Economics.
- d. The Commodity Outlook Report, released periodically at the time that the producer is planning his production program for that particular commodity.

MICHIGAN

Cooperative Organization:

Interest on the part of our cooperative associations in recent rulings of the Internal Revenue Department is causing many of them to examine their corporate structure. Over 200 of our cooperatives have adopted the revolving plan of organization. Many of our cooperative organizations in Michigan were organized in 1918 and 1919 and, as a result, they are at present having to renew their charters. Extension specialists have given much assistance along these lines during the past year.

Accounting and Business Analysis

Assistance has been given the major commodity exchanges and many of the local cooperative associations in matters of accounting and business analysis. In the field of business analysis this has involved the matter of proper financing, sources of finances, and so forth, and assistance in analysis of income tax reports. From the large number of associations working under the revolving capital plan, there has come a large number of requests for assistance in keeping patronage dividend records.

Discussion Project

Discussion project leader training meetings have been held in 16 counties. One State-wide meeting of the county community chairmen who were charged with organizing the commodity committees of the Farm Bureau groups was held. These groups have also been given assistance in the preparation of information for use in their discussion meetings.

Potato Marketing

Michigan Potato Development Association, mentioned in last year's report has employed a permanent secretary and is attempting to build up their organization. They have prepared a seal of approval that is used in connection with their publicity on potatoes, packed to meet certain grade requirements approved by the association. A survey of the services of the Michigan Potato Growers' Exchange has been started during the year and will continue over into the next year. The purpose is to see if a program can be outlined to improve the services of the exchange.

Co-op Schools

Schools for cooperative managers and directors have been held at 6 points in the State during the year. This program started over 15 years ago and is proving to be a valuable method of presenting to managers and directors many of the problems of cooperative organization, methods of financing, and the requirements of the Internal Revenue Act.

MINNESOTA

A Ten-Year Summary of Extension Work in Dairy Marketing. The field of dairy marketing was wide open in 1938. Because a large percentage of our dairy products are marketed cooperatively in Minnesota it was clear that work should be done with cooperative creameries and cheese factories. Information was already available from a research study of creameries. This was supplemented by numerous county and regional surveys made by Extension and Research Marketing Specialists (in Watonwan, Houston, West Central Minnesota, Scott-Carver and Southeast Minnesota). This information was first presented at annual creamery meetings. Much of the information obtained from these studies, together with the early experiences and visits at creamery meetings, indicated that these associations were greatly in need of information about:

1. Legal and organizational requirements.
2. Financial statements, financing and records.
3. Reasons for variation in operating efficiency.
4. Responsibilities of members, directors and the management in a creamery.
5. Reasons for price changes - marketing trends and dairy outlook.

The assistance and information given at stockholders meetings was frequently of a general nature, and it soon became evident that more specific help had to be given if the program was to be of maximum effectiveness. Directors of co-operatives are local leaders elected by the people of that community. To make use of these leaders this specialist and some county agents experimented and

called county-wide meetings of creamery directors. These meetings were very worthwhile. At such meetings it became obvious to directors from competing creameries that there were many common problems. Simultaneous with such county-wide meetings came requests for marketing specialist help at individual board of directors meetings. This is now one of the most effective ways of doing dairy marketing work. Such work is done through a local leader system because each board of five or seven directors represents from 50 to 500 or more farmers in the community. Requests to attend special dairy industry meetings logically followed because many of the directors and managers from local associations were active in these special groups. A rather definite procedure for doing dairy marketing work has been established as a result of these developments and experiences:

1. Stockholders meetings of creameries and milk plants - annual and special.
2. Directors meetings - county-wide - series of educational meetings or to discuss special problems.
3. Directors meetings - individual Boards - usually to discuss special problems.
4. Special industry meetings.
5. News releases - on special problems, and to disseminate information on marketing trends and dairy outlook.
6. Radio broadcasts - same material as for news releases.

The Extension Dairy Marketing Program Has Been Closely Tied to Fundamental Research. The success of a marketing program does not depend on organization and promotion alone, but upon the soundness of the information disseminated and the advice given. This has been the basis upon which the dairy marketing program has been carried out. Many technical problems have been handled jointly by Research and Extension personnel. Some surveys were jointly made. When an Extension marketing program is tied closely to research, there is more emphasis on the longer time results and less on the immediate. Current abnormally high prices for milk during the war made milk plants appear favorable in the beef and hog areas of the State. The longer time situation did not justify such an investment.

There has been excellent cooperation with the Division of Agricultural Economics in our dairy marketing work. Their attitude, like ours, has been that research is valuable only insofar as the information obtained is made available to people who can apply it.

World War II Required Emergency Work in Dairy Marketing. A special transportation survey provided background information for disseminating information on "Transportation Conservation." Over 80 such meetings were held, of which over 40 were county-wide meetings of directors. Although results could not be statistically measured, there was considerable evidence that the duplication of truck routes and transportation facilities was cut down. This war emergency work may still be an influencing factor in the present trend toward consolidation of small creameries and cheese factories. Much is left to be done on this problem. Almost simultaneously with "Transportation Conservation" came the request for the production of more dried milk. The eyes were on Minnesota to supply that milk and plants were to be built. Government loans and government plants were to be built. Government loans and government plants provided an incentive. By then we were in a period of more war hysteria than sound reasoning. Milk plants were being promoted in non-dairy areas where it appeared quite certain they would become financial burdens at a later date. Marketing economists were frequently accused of being "behind the times and too conservative." We conferred frequently and long with Production and

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Marketing Administration representatives, and with industry representatives upon request. More important, over 80 meetings were held (milk diversion), of which many were with directors of local creameries. Here again we worked very closely with the research people in dairy marketing and based our analysis upon available research information. The result is that the milk industry in Minnesota is generally well placed. Several plants that were built were definitely discouraged by marketing economists and post-war problems in these plants indicate that they should not have been built.

Wartime Developments Brought on New and Intensified Problems. Even though purchasing power is strong and prices for dairy products abnormally high, there is already indication of some "problems" in a number of dairy plants. These plants (some small and some large) considerably expanded their plant facilities during the war and postwar period at double or triple the prewar prices for materials. Currently there are too many facilities in some areas and competition is keener than ever for the available supply of milk. During the last several years a number of meetings have been attended to discuss changes in marketing methods and consolidation of small operating plants. It is gratifying to know that industry groups who were violently opposed to consolidation of small plants when Extension dairy marketing specialists first advanced the idea are now some of the strongest advocates.

Legal and Organizational Work Has Been in the Lead. In 1938 a large proportion of the creameries and other dairy cooperatives were in great need of changes in their legal and organizational structure. Many associations had not kept up with the changes in Federal and State requirements. The help that was given a few associations by our Extension Dairy Marketing staff resulted in requests to help more associations. It was soon learned that the job of revamping Articles of Incorporation and By-laws is not merely a legal job, but one of establishing policies for the longer time successful operation of a cooperative association. The demand for specialists' help in this phase of the work is still running strong. We consider it an opportunity because no other meeting and no other contact lends itself as well to learning the "inner workings" of an association. These meetings frequently lead to requests for other help on financial and credit policies, records, operating problems, sideline operations, expansion, etc. There is little question but what this work alone has been of profound help to our cooperative dairy associations in Minnesota.

Information on Dairy Marketing Trends and Outlook Is Constantly Desired. No other topic has been more popular at annual creamery meetings and special industry meetings than this one. Economists have tried to keep abreast with the changes in supply and demand of various dairy products and the probable shifts from the manufacture of one dairy product to another. During the war and postwar periods these shifts have been many, frequent, and sometimes very fast. To call attention to these abnormalities has at times avoided unwise, unnecessary, and expensive plant changes and expansion.

Our Job Is Not Done. In a moving world and a dynamic economy problems never get all solved. As we have solved some dairy marketing problems, others have arisen. Much of the work we have carried on will have to continue. Some associations still need organizational assistance, some have not yet adopted desirable financial and credit policies, others have shifted to the purchase of whole milk, or because their neighbors did, they now find themselves in a different economic environment. This in turn may require adjustments. We consider it our responsibility to follow through, to bring facts and sound information based on good research, to analyze, to discuss and to help people think through their problems.

MISSOURI

Marketing extension work is done largely with cooperative and privately owned marketing organizations operating in the State. Extension agents in 1947 assisted in the organization of 33 new cooperatives and assisted 194 cooperatives that were already established in solving one or more of their problems. These 227 cooperatives had a combined membership of 68,668 and a volume of business of 26.5 million dollars. Agents report also that they gave similar assistance to 262 private marketing and distributing agencies.

Agents also assisted 6650 farmers, who were not members of cooperatives, individually in marketing and buying 2.8 million dollars worth of products.

The marketing specialist maintained his contacts and worked with State and regional cooperative associations with a combined volume of business in excess of 250 million dollars.

Missouri's cotton producers continued their usual 90 percent participation in the cotton production and marketing program that has increased per acre yields 25 percent, staple length by 1/16 inch, improved the uniformity and prestige of Missouri cotton on the market and added approximately 20 million to the income from cotton in 1947.

OHIO

County Livestock Committees

County livestock committees plan livestock marketing and production programs for their counties. Activities were first altered to meet war needs. Continual program adjustments have been necessary since cessation of hostilities in order to meet the new marketing and production problems of the postwar period. Sixteen counties have active committees. Total attendance reached a new high.

The first countywide program planning meetings of selected committeemen were held in Highland and Warren counties in 1933. By 1937 committee activities had spread to 12 adjoining southwestern Ohio counties. The committee in each of these 14 counties, with one exception, has met each year since its formation. The Darke County committee has been inactive since 1944.

In 1946, livestock producers of Miami County requested that meeting participation be provided for all interested livestock men. Clark County stockmen made a similar request in 1947. Acting on these requests, small committees are now responsible for planning and conducting an annual meeting for all interested farmers. Increased attendance and interest have resulted from this change.

In Auglaize, Huron, and Richland counties, general marketing improvement committees of farmers were formed during 1945-47 to study agricultural marketing services and facilities available to farmers in each county. This resulted in the naming of special county commodity subcommittees in 1946-47, one of which was a livestock marketing and improvement committee. This committee was instructed to study the county's livestock industry and make recommendations for an action program providing such activities would bring about some changes or efficiencies that would directly benefit farmers. As a result, action programs were adopted in each county. Auglaize County sponsored a commercial hog show, the first in the State to stress

meat-type hogs as part of a long-range swine program. Huron and Richland sponsored the formation of a market lamb pool in 1947 at Greenwich, which would serve both counties, and thus re-establish lamb marketing and production on a more profitable basis.

This year's meetings were generally more effective than in previous years, because of committee personnel revision, better planned action activities, and good weather for attendance. Butler, Clinton, Huron, and Richland reports indicate that these counties had the most effective action programs extending throughout the year.

Committeemen in each county are key livestock men. Programs planned for the year are broad, aggressive, and helpful to producers, marketing agencies, processors, and indirectly to consumers. Activities are adapted to needs of each county. Fields covered include truck transportation, marketing hogs, price regulations, production goals, lamb pools, cattle tours, swine feeding, disease control, State legislation for control of faulty market practices at interior concentration yards and many other related subjects.

Marketing and production improvement programs developed by committees function most effectively when a market agency is chosen to provide any needed special sales services and to assist with parts of educational activities.

Market Lamb Pools

The year 1947 ends with sixteen active lamb pool marketing and production programs serving twenty-one counties. Clinton County, which marketed about 7,000 head in 1946 was the first county to adopt this program, is ending fifteen years of marketing and sixteen years of flock improvement work.

It is estimated that more than 70,000 lambs were marketed through pool programs during the 1947 marketing season. About 7,700 head from southwest Ohio pools in five counties were sold through the Cincinnati market at an average of about \$1.87 per hundred or \$1.63 per head about the average market for other lambs sold on the days pool lambs were sold. It is difficult to make comparisons on the other 63,300 head since they were sold through other channels. It is estimated that at least \$1.50 per head premium on all lambs was received. Since about three fourths of all pool lambs have been marketed in the top two grades, it seems that an estimated \$100,000 gain to farmers in the sales of these finished market pool lambs is conservative. However, the biggest gain to farmers comes from selling much higher quality marketable lambs of desirable weights.

SOUTH DAKOTA

Egg Quality Conservation Drive

In general the quality of eggs produced and marketed by South Dakota producers has not been regarded by eastern markets as being of top quality. As a result, prices received by farmers have been relatively low as compared with prices received by producers in the United States as a whole.

For these reasons and because supplies of eggs available to consumers were expected to be less than a year ago, an educational program on quality was strongly emphasized by both the poultry and economics specialists.

To start the year a Federal-State egg grading and marketing short course
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was held in December at the North American Creameries in Watertown. A total of 60 graders and managers from plants in the State attended. The program consisted of talks and discussions on factors influencing egg quality, what can be expected of producers in improving quality, changes in the specifications for standards of quality and consumer grades, maintaining quality from the plant to consumer, and egg marketing in South Dakota. Representatives of the Federal-State grading service, poultry department, and extension poultry and economics specialist conducted the program.

About the middle of the year a series of eight news stories on quality egg production and marketing was released to all newspapers. At the close of the year an article on quality marketing of eggs was published in the Farm and Ranch Economic Review. In this article the candling and grading of eggs according to U. S. consumer standards was discussed. A practical system of grades was suggested for use in purchasing eggs on grade from farmers.

In March a special circular on South Dakota egg production and prices was prepared for extension agents and egg buyers.

WISCONSIN

Milwaukee Wholesale Produce Market Project

On January 7, 1947, a group of wholesalers, farmers and representatives from the city planning office, railroad companies and College of Agriculture met in the City Hall to discuss methods of initiating collective action which would result in creating a satisfactory produce market for the Milwaukee area. A committee of wholesalers and farmers was appointed to undertake leadership to bring group participation to the project. This committee requested the University of Wisconsin College of Agriculture to prepare a report concerning present market conditions, the type and size of market needed, the approximate costs, revenues, and expenditures, location of market, and kind of organization and management. This study was made and report will be published in the near future.

In addition to preparation of the wholesale market report, the major accomplishments relative to this project are the development of group participation and group unification in a plan to construct one large central wholesale produce market for the Milwaukee area. Prior to this year farmers, wholesalers, jobbers, retailers, railroad companies, consumers, trade and business associations and city government officials were interested in the building of a market primarily to meet their own individual needs. The plan which now has the support of the above mentioned groups is to provide the Milwaukee area with one large market owned by public marketing authority and to operate on a non-profit, self-liquidating basis. The program of reorganizing and relocating present wholesale produce markets in Milwaukee is of much concern and interest to many groups and to bring collective action by these groups necessitated numerous interviews and conferences on the part of the project leader.

Another major accomplishment with reference to this project was the assistance rendered by the specialist in the preparation and explanation of the marketing authority bill. This bill was enacted into law on August 19, 1947.

Consumer Radio "Best Buy" Program

This program was organized by the specialist in cooperation with Assistant County Agent Alex Klose of Milwaukee. The purpose of the program was to inform
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consumers through a Friday morning radio broadcast, 8:30 A.M., WTMJ, concerning the fresh fruit and vegetable supply, price, and quality conditions - in other words, what was the best buy for the week? The program was inaugurated in July and continued through September. Many personal contacts had to be made with wholesalers jobbers and farmers to solicit their participation and willingness to cooperate in making available the necessary data for the radio broadcast. Assistant County Agent Alex Klose prepared and delivered the radio scripts. Several conferences were held with officials of radio station WTMJ and Milwaukee Journal public relations director to obtain their cooperation in this program.

ARIZONA

Alfalfa

With approximately one-fourth of our irrigated area in alfalfa and more than one-half of our alfalfa in Maricopa County, the project work was concentrated in that county. Alfalfa hay supplies were sufficient during 1947 to meet all demands. Considerable pasturing was practiced and somewhat fewer numbers of beef cattle were fed out. The price of hay dropped to approximately \$18 per ton and remained there throughout the summer. Alfalfa mills reduced their output and the supplies on hand December 15 were not burdensome. A shortage of irrigation water during 1947 greatly reduced production. Summarized briefly, production in 1947 was small compared with previous years, but demand likewise was not great. Reports are made available to the cooperators and to the public, and special reports are frequently sent out. Publicity is prepared as deemed necessary. Rather regularly the report carries a summary of alfalfa prices over a period of years. Information on alfalfa hay shrinkage, miscellaneous costs of storing, and other important data are included. Some thought is being given to preparing a report on the advantages, costs, etc., of hay sheds.

CALIFORNIA

Sectional Conferences with Agents

A "sectional conference" is a programmed conference held in various sections of the State with representatives of nearby county extension staffs at which the specialist presents a prepared piece of timely subject matter. During the year 22 sectional conferences were held. Support prices were discussed in sectional conferences at Redding, Yuba City, Sacramento, Merced, Tulare, Santa Rosa, Los Angeles, and Solvang. The effects of banking and wartime government fiscal policy on the price level were discussed at Santa Rosa, Yuba City, Sacramento, Merced, Tulare, San Jose, and Santa Ana. The outlook situation was discussed at Redding. The outlook in relation to 4-H club projects was discussed at San Jose, Santa Barbara, and Napa. The farm real estate situation was discussed at Tulare. The citrus outlook was discussed at Los Angeles and the dairy outlook and market and price control programs were discussed at Fresno.

Market Surveys and Analyses

A market survey on Kern County potatoes was prepared and another for Coachella sweet corn.

NEW MEXICO

Fruits and Vegetables

The various vegetable products produced in the State, as well as the crops of Irish potatoes and onions, were marketed with very little difficulty. The potato crop moved out at the going market price, which was above the price support program. Therefore, no price support machinery was necessary as in 1946 when approximately 50 cars of potatoes were purchased under that program.

The main marketing difficulty in 1947 was in the marketing of some of the peaches and apples that were produced in San Juan and Rio Arriba Counties. The Fruit and Vegetable Market News Service information was sent out four times during September through October to about 300 shippers, distributors, and buyers of fruit. A similar letter was sent out regarding a sluggish bean market at Deming.

County agents in Dona Ana, Eddy, Chaves, Curry, Pernalillo, Colfax, Grant and Otero Counties were kept posted on prices of cottonseed and alfalfa seed by weekly letter, usually sent out from the State office every Monday. In this way, county agents in the various areas could make comparisons of price differentials and have information available to farmers of prices paid in other counties.

Livestock Market News Service

This service dates back to August, 1939, when the Extension Service began issuing its report indicating the location, market, and date for different classes of livestock, and the time when they would be available for sale in the different counties. This project was continued from 1939 through the fall of 1944. Since that time, a strong demand for meat and livestock products has not created any livestock marketing problems in this State. It was not necessary to use this service during 1946. It will be placed in use again in 1948 if the situation warrants it.

OREGON

Grain and Seeds

Grain marketing received but the light touch. Wallowa Grain Growers, Enterprise, the principal grain handler of the Wallowa Valley, was serviced on two occasions on pricing policies, pooling, finance and capital handling.

Preliminary but potentially effective steps were taken to ascertain the feasibility of the Farmers Union Grain Terminal Association blending the Pacific Northwest wheat into national and international distribution.

Benton Feed and Supply Co.-op, with headquarters at Monroe, drew the major portion of project leader time under this title. The Grange Oil Company, Tangent, in 1940 bought the individually owned seed and supply business at Monroe with the understanding with local growers that the property would ultimately be acquired by a to-be-formed cooperative at Monroe. In 1947 the effort was made to combine the interests and facilities of the Monroe group of Grange Oil members with those of the Benton County Flax growers with facilities three miles north of Monroe. A plan was developed for a merger including the formation of a new company to acquire the Grange Oil properties at Monroe and those of the flax group, along with complete details for financing debt liquidation, operation, and marketing. Producer leadership was of a high character and exceptional service was rendered by legal counsel.

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However, differences that proved to be irreconcilable developed and the operation was disposed of to proprietary interests. This enterprise could have been held to cooperative operation by the application of pressure by the extension representatives. Such a departure from project policy did not appear justified.

Clackamas County Seed Growers Association was assisted in formation. The principal objective was to promote the distribution of recently developed seeds that are not widely known in regions of potential use.

Monmouth Cooperative Warehouse was serviced on finance. Inflation absorbed working capital.

Potatoes

The assistant specialist visited growers and shippers in the Boardman district and in the Vale-Owyhee area and consulted with them relative to shipping practices. It was apparent that many potatoes were being shipped from these two districts that were not yet sufficiently matured to stand distant shipping and many of the complaints of receivers were justified on the basis of immature stock. These objectives resulted in a conference between the Union Pacific Railroad agricultural agents and the research staff of the Division of Agricultural Economics looking toward the establishment of a research project in the handling and shipping of these potatoes into markets of the central United States. The assistant specialist entered into cooperation with the experimental station in carrying out a research project in the marketing of Central Oregon and Klamath Basin potatoes. There was organized supervision of packaging and loading one car a month in the Central Oregon area, and two cars per month in the Klamath Basin area. The Central Oregon shipments went into Portland, and the Klamath Basin shipments went into the Oakland, Sacramento and San Francisco markets. One trip was made into the San Francisco, Sacramento, Oakland market and detailed observations made on the potatoes at the time of arrival and at the retail stores. Similar observations were made in the Portland area. The results are to be published as an Experiment Station bulletin during 1948.

UTAH

Direct Assistance to Farm Cooperatives

Five new cooperatives were established in Utah in 1947. The marketing specialist assisted in preparing organization papers and in getting these associations properly set up and operating.

The marketing specialist met with boards of directors and managers of 12 organizations and rendered assistance with business management and accounting procedures.

Audit reports were prepared and business management recommendations made for five of the above associations. In each case meetings were called with the board of directors to discuss financial reports and discuss recommendations for improving operations.

Educational material in the form of circulars and letters was prepared and distributed to members of cooperatives to assist them in developing education programs with members and operating their associations according to established sound cooperative principles. This type of work is needed mainly by the smaller organizations. As associations grow in volume they are urged to hire more of this work done for them.

Utah Council of Farmer Cooperatives

The marketing specialist has continued to serve as secretary of the Utah Council of Farmer Cooperatives. This Council has a membership of 40 active cooperative associations representing approximately 25,000 farmers in the State. As secretary, he has had responsibilities in developing and executing the program of work of this Council. Many of the activities have been of an educational type to keep directors and managers of cooperatives informed regarding problems affecting the operation of their respective organizations. Periodic meetings are held where representatives of the various cooperatives assembled to discuss common problems. The Cooperative Council is proving to be an effective way of reaching more cooperatives and rendering more educational assistance than would otherwise be the case. Much of the Extension educational work in marketing is carried on through contacts with Cooperative Council members.

Agricultural Marketing Act of 1946

A working committee of three, composed of a representative from the Extension Service, the Experiment Station, and the State Department of Agriculture, was appointed to outline a program of work to be conducted by each of the three agencies in Utah under provision of Title II of the Agricultural Marketing Act of 1946. Several meetings were held with representatives of commodity groups in the State to discuss provisions of the bill and obtain suggestions as to marketing problems which should be worked on both by the research and the educational divisions of the college. Two Extension Service projects were submitted to Washington for approval. It is expected that these projects will be approved and that additional personnel will be hired to initiate new work in marketing during 1948.

WASHINGTON

The marketing specialist visited county agents in 22 counties and discussed their marketing problems with them. Special efforts were made to contact and get acquainted with farm organization and marketing organization leaders and discuss marketing questions with them.

Following this, conferences were held with marketing research workers in the Department of Agricultural Economics of Washington State College. This provided an opportunity to bring the marketing problems from the field to the research workers and assist them in planning research to meet these needs. It should be recognized that marketing problems should be anticipated a year or two in advance if possible. This is to provide the research people time to do an adequate job and have pertinent material available in time to be of greatest value in the solution of marketing problems.

County agents requesting assistance in marketing were given it through furnishing bulletins, answering questions through correspondence, conferences, and attending meetings.

Marketing information was disseminated through radio talks and news releases. One talk a month was given over Station KWSC. Some of these talks were duplicated and sent to other radio stations in the State.

Marketing committee meetings of such organizations as the Grange, Farm Bureau, Cattlemen's Association, and Dairymen's Association were attended periodically.

throughout the year. A marketing tour for winners of 4-H Club demonstration contests was planned and arranged for in Seattle. This was conducted in November, 1947, in connection with a trip for these boys and girls sponsored by the State Council of Farmer Cooperatives. A marketing discussion was also planned and held in connection with this marketing tour.

WYOMING

Marketing is handled through news releases and subject matter specialists. The extension economist attempts to keep county workers and State specialists current on material, trends, cooperative news, prices, et cetera. Only three talks were given on cooperative wool marketing in 1947 - one at Worland to the wool growers in the northern half of the State, one at Kemmerer to wool growers in the southern half of the State, and one at Laramie to a wool growers' short course. A questionnaire taken in Fremont County indicated 26% of the farmers belong to a cooperative marketing association and 40% more would join one if one were available.

HOME MARKETING

Farm Women's Markets - Mena Hogan

Farm women's markets, often termed home demonstration club markets, are apparently here to stay. Rounding out a quarter of a century of service, many of these markets have never closed their doors despite droughts, wars, and the depression.

Beginning in the South in the early twenties, these markets have had their greatest growth in this area. Indeed, out of the 214 operating in the country, more than 200 markets are in this region.

A curious anomaly in the growth of these markets has been the fact that, although the total sales have reached a new high in the present price situation, the greatest success for the largest number of sellers occurs in the years classified as depression periods. Which points to one of the greatest problems met; i.e., the scarcity of sellers through good times and the abundance at times when the going is somewhat harder on the farm. When it was easy for Jane Smith to get a job in a war plant, there wasn't much inducement for her to keep on with her market activities. Now, however, this situation seems to be adjusting itself and the future of farm women's markets looks good, both from the standpoint of the buyer and the seller.

The quality of the products being sold on the markets is making a steady improvement over the war years.

The "seller's market", in which a seller could sell most any product at his own price is becoming considerably more normal.

North Carolina leads the States in the number of farm women's markets, having 53 in the year 1946. Her nearest competitors were South Carolina with 32 active markets, Georgia with 30, Alabama with 25, Mississippi with 19, and Tennessee with 10. Arkansas, Maryland, and Virginia each have 7 such markets, while West Virginia has 6. Other States with lesser numbers include Louisiana, Montana, Florida, Texas, Indiana, Illinois, and Kentucky.

These markets for the most part are operated in clean, cool, permanent buildings with closed counters and shelves. Most of them were organized with the help of the county home demonstration agent. Indeed 94 of the markets in the South are called home demonstration club markets and are operated by the local club or county home demonstration council.

The average farm women's market is located in a town of about 7,500 population. It has about 20 women who are market members and who sell regularly on the market (open usually Wednesdays and Saturdays). These market members have a local marketing organization complete with articles of incorporation. Seventy-nine of the farm women's markets are incorporated. The remaining 135 are probably just as much cooperatives but have simply not taken the trouble to incorporate.

Some farm women's markets are very large, having, as does the Montgomery, Alabama, market, more than 250 sellers. Others are quite small, with sometimes as few as 10 regular sellers. In between are such markets as the Bethesda, Maryland, one where some 45 women have extremely high sales in the suburban Washington area. This particular market, called the Montgomery Farm Women's Cooperative Market, was organized in 1932, largely the product of a 1930 drought that caused many farm women to begin to think of new ways in which they could supplement their depleted farm income. Growing rapidly, the market purchased its own building in 1935.

ARKANSAS

Curb and Home Demonstration Club Markets

The principal outlet for small surpluses on an organized basis this year was through curb and home demonstration markets. The principal outlet for unorganized groups was by selling at local stores, peddling, and roadside markets.

Curb markets have increased this year in number and size. Problems have arisen in management and pricing policies. In some cases farmers are buying produce for resale at the curb markets. Farmers need to plan their production for their market and try to grow more of the products that consumers want. The following are examples of these markets over the State.

Jessie Mae Hill, Home Demonstration Agent of Phillips County: "Quite a number of women in the county sell their surplus food supply at the local curb market at Helena. This year there has been a heavy demand for poultry and dairy products. There has also been a demand for fresh vegetables."

Margaret H. Brownfield, Home Demonstration Agent of Washington County: "During 1947 the Farm Women's Market has had 17 members. Three new members have been added and two have discontinued.

"This is the 17th year of operation of the market and the women did an estimated \$15,000.00 business.

"Products sold at this market include fresh flowers and bulbs, herbs, nuts, canned fruits, vegetables, meats, jellies and preserves, butter, eggs, fresh beef and pork, cured pork, lard, poultry, Persian lamb skins, fresh garden produce, fresh fruits, baked products, and handicrafts.

"This year the women have studied improving the marketing of their products and improving the quality of their canned products at special meetings conducted by specialists."

MISSISSIPPI

Home Demonstration Club Markets

The club markets have served a great need in the farm women's lives. They have provided the means to improve many farm homes and have enabled parents to send their children to college, and have paid off mortgages on the land and home.

They have brought about a better understanding between farm women and city women. Many fine friendships have been formed and social contacts made. They have broadened the farm women's outlook and helped in raising the standard of living. The following report from Jones County illustrates some of the things that market members are doing with the money they make from sales on the market:

"The Jones County home demonstration market has made a success in the ten years of its existence.

"Seven market members began selling at the Y.W.C.A. in Laurel in November 1937. Soon they moved from there to a building known as the County Barn. Sales that first year amounted to \$810.09.

"Two years later the group leased a city lot and the Board of Supervisors appropriated \$150.00 for building materials. Husbands and some of the market members constructed the building and the women bought a wood stove for heat. Their selling counters were boards on sawhorses.

"The county home agent and extension marketing specialist helped the market members to improve the products and their market building. The building has been increased to 20 X 60 feet with nine counters built with adequate storage space and it has been painted both inside and out.

"Market sales, too, have grown from year to year. The members have realized an income of \$44,000.00 in nine years of operation.

"During 1947 the members installed gas, bought two heaters and screened windows. All members secured health certificates for the year and took a food handlers' study course at the Health Department."

TENNESSEE

The marketing of home products and the rural arts and crafts programs are both less than 20 years old in this State. One of our aims has been to sell both products to the rural people. In order to do this, we must let them see a market in operation, see crafts, make them, and use them.

This year we have reached every county with pictures, feature stories, and radio broadcasts and we have almost reached every county with a demonstration or with somebody making something. Considerable effort has been given to marketing.

There were 17 curb markets in operation in 1947, in which \$67,000 worth of food and crafts were sold. Special day markets, roadside and club markets accounted for about \$2,000 sales during the year.

TEXAS

Objectives of Home Demonstration Marketing

The home marketing demonstration includes both immediate and long-time objectives. The ultimate objective is to help raise the standard of living and the standard of life on the farm. The attainment of these standards will enrich rural life and enable the farm family to make its best contribution. The immediate objectives are to:

- a. Study market needs of the county.
- b. Study the opportunities for selling or exchanging high quality farm produce within the county.
- c. Study the opportunities of selling cooperatively high quality farm produce to other sections of the State where such products cannot be produced locally.
- d. Study to buy through pooled orders products (not grown locally) from other sections of the State and out of the State.

- e. Study labels so as to buy more wisely and to bring about a more informative labeling of all products.
- f. Study to establish small processing plants on or near the farm. This will provide more local employment; enable fresher and better products to be processed; and eliminate the cost of unnecessary handling of long-range transportation.

The long-time objectives are:

- a. To establish an efficient marketing system that will adequately and economically supply good farm products to consumers. This means streamlining the cost of production so that the farmers will get a reasonable profit, and yet sell at a price that the consumer can afford to pay.
- b. To decrease the cost of certain farm products to be processed by establishing small permanent processing plants near where products are grown. This will eliminate the cost of some of the transportation of products to big processing plants and of shipping the processed products back to the consumer.
- c. To encourage a greater use of the facilities already established. For instance, canning plants might be used the year round by canning fruits, vegetables and meats in season. Many of these plants are used now only during the vegetable season.
- d. To encourage a greater use of cooperative plants. This might be done by enlarging their activities. For instance, a creamery might handle the grading, storage and selling of eggs. They might also be distributing centers for fresh fruits and vegetables bought through pooled orders.
- e. To encourage the building of more freezer lockers and a greater use of those already built.
- f. To encourage establishment of more dehydration and processing plants near production centers.

Council Marketing Committee

County activities are carried on through the various standing committees of the county home demonstration council. The council marketing committee is one of the standing committees. It is composed of a council marketing committee and one marketing chairman in each club in the county. Producer and consumer education programs are sponsored by this committee. Products or commodities bought by farm and ranch families through pooled orders are handled through this committee.

The purpose of the Council Marketing Committee is to help farm and city people appreciate the desirable qualities of good farm produce; to help farm families plan to increase their cash income by producing to sell regularly first quality products; to help improve the method of selling them; to help farm families learn to spend the income they do receive more efficiently; to learn to buy more wisely through an intelligent study of labels; and to buy some products and commodities not produced locally through pooled orders.

The club marketing chairman reports to the council marketing committee the marketing needs of the club. She lists the orders of her community, collects the money and sends it to the council marketing committee for products bought through pooled orders. She is responsible for distributing them.

Some Results

As a result of the 94 demonstrations given by the specialist in home marketing and 1,739 demonstrations given by the county home demonstration agents in 128 counties, 6,623 families in 90 counties report having improved.

